

1946
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FAMINE CAMPAIGN ROUND UP

(Prepared for the use of U.S.D.A. State Emergency Food Managers in carrying out a coordinated famine emergency program in their States.)

WHEAT AND FLOUR EXPORTS FALLING SHORT

U. S. exports of wheat and flour equivalent for the first four months of 1946 fell 19 percent below our export goal.

Shipments totaled 3,269,000 long tons (122,588,000 bu.), against a goal of 4,000,000 tons (150,000,000 bu.) for that period.

In addition, 180,000 long tons of Canadian wheat milled in bond in the U. S. were shipped.

The exports for the last ten days in April equalled an estimated 114,000 long tons (4,275,000 bu.), making a total for the month of 582,000 tons (21,825,000 bu.).

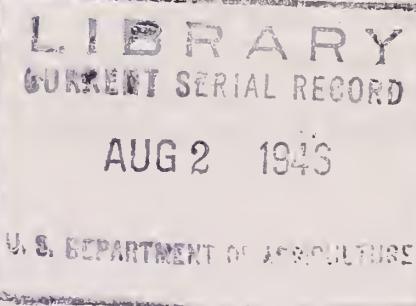
Acting Secretary of State Acheson told a press conference on May 7 that in the first week of May the U. S. exports of wheat fell behind by 150,000 tons (5,625,000 bu.).

UNRRA food shipments to famine areas showed a "critical falling off" for the week ending April 29, UNRRA Director LaGuardia announced.

The most serious setbacks were in bread cereals, fats, rice, and coal. UNRRA shipped 89 thousand tons of bread cereals (requirements, 161,500 tons); 2,440 tons of fats (requirements, 12,000 tons); and 32 tons of rice (requirements, 13,900 tons).

Only 7,800 tons of coal were exported as compared with the fixed minimum requirement of 135,000 tons.

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U. S. DEPARTMENT OF AGRICULTURE

GRAIN PRICE CEILINGS INCREASED

A major objective of increases in the ceiling prices of grains, announced May 8, is to make more grain available for shipment to hunger-ridden countries abroad.

A Government price policy covering the marketing of grain now in the hands of producers and grain to be harvested in 1946 was announced jointly by the Office of Economic Stabilization, the Department of Agriculture, and the Office of Price Administration.

The purposes of the announcement are:

- "1. To remove uncertainty concerning grain price ceilings between now and June 30, 1947.
- "2. To encourage movement of grain for shipment abroad, for human consumption in this country, and for essential livestock feeding purposes in deficit grain producing areas.
- "3. To bring about the proper balance between livestock numbers and grain supplies available for feed."

The action provides for the following increases in grain price ceilings effective at 12:01 a.m., May 13, 1946:

Corn, 25 cents per bushel; wheat, 15 cents per bushel; cats, 5 cents per bushel; barley, 9 cents per bushel; rye, 10 cents per bushel; grain sorghums, 18 cents per hundredweight.

The Department of Agriculture announced that the 30-cent a bushel bonus corn purchase program would close Saturday, May 11. Payment of the 30-cent bonus on wheat delivered to the Government through May 25 will be made as originally announced.

The official announcement said that the new grain ceiling price schedule provides ample allowance to reflect increases in the parity index expected for the year ahead. Therefore, it added, the announced price schedule can be expected to continue without change until at least through June 30, 1947.

The world food shortage is expected to continue throughout 1946 and, at least, until the 1947 harvest, the joint release said. In order to prevent mass starvation it will be necessary to continue to ship large quantities of grain abroad for human consumption. Under these

conditions it will be impossible to meet relief requirements and at the same time to maintain livestock numbers at wartime record levels in the United States and other surplus grain producing countries.

"In this situation," the release explained, "nations that can supply grain for export have to choose between feeding starving people and maintaining record livestock numbers. When not enough grain is available for both purposes it is necessary to face the fact that several times as many people can be fed with grain for direct consumption as the number that could be fed with livestock products produced by the same amount of grain.

"Necessity for using more grain for direct consumption and less for livestock feeding means that next year there will be less pork, smaller production of poultry and eggs, and less top grade beef. The total supply of these foods, however, is expected to be above prewar levels.

"It is planned to make no price ceiling increases on these products during the year ahead, except as may be required by changes in parity as provided by law. Because of the necessity for maintaining milk production, consideration will be given to increased feed costs resulting from today's action in any further adjustment that may be provided in returns to dairy farmers."

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ONE GREEK MENU

In one dark, empty, Greek kitchen, the family dinner consists of brown beans cooking in a black kettle. Supper is the same.

Sometimes instead of the beans there is macaroni, and perhaps a slice of cheese. For breakfast there is milk, if available. Each child later in the morning may get a biscuit. It has been a long time since they had sugar or corned beef on Sundays. The food is supplied by UNRRA through the Greek Red Cross.

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MR. HOOVER TO REPORT

Ex-President Herbert Hoover returns to the U.S. on Monday, May 13. First, he reports to President Truman. That afternoon he has a Press Conference.

On May 14, he meets with the Famine Emergency Committee. On May 15, at 11 a.m., he sees magazine editors and writers at the White House. On May 17, Mr. Hoover attends a meeting in Chicago, under the auspices of the Chicago Famine Emergency Committee.

Other meetings and radio talks may be arranged after his arrival home.

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FOOD DIFFICULTIES FOR NEXT 4 OR 5 YEARS, PREDICTS FAO

The Food and Agriculture Organization of the United Nations declares that the world food situation is "likely to remain critical in one way or another for the next four or five years."

The FAO has called an eight-day conference in Washington beginning May 20 to look at the long-range situation and to encourage the development of four- and five-year plans to carry the world through the present crisis into a "permanent world food policy."

Food shortages generally will be at the "critical" stage at least until after crops are harvested in 1947, assuming that the average or better than average weather prevails for the 1946 and 1947 seasons.

For the next year, the FAO estimates that the four chief exporting nations will have only around 20,000,000 metric tons of wheat to send to deficit countries of Europe and Asia with minimum needs of 30,000,000 tons.

It is estimated that the world rice crop for 1946 will increase 6 percent over 1945 but would still be 10 percent short of pre-war level.

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NEW WHEAT HARVEST BEGINS

Harvesting of the nation's 1946 wheat crop has started. The first report of new wheat beginning to move was received May 9 on the Chicago Board of Trade from a shipping point in north central Texas.

The movement was about 2 weeks ahead of last year.

"EVERY LITTLE BIT...."

"It doesn't take much of very many little things to make a lot."

Dorothy Moorehouse of Sharon Township, Medina County, Ohio, said that, and started something--a "March of Wheat" from farm to elevator to famine areas. If her idea takes hold, it could make the difference between life and death for a lot of people.

When Mrs. Moorehouse found out about the great need for wheat to feed starving children, she took a special look at her own three well-fed youngsters and then promptly went into town to see County Agent Marshall Whisler.

"A lot of farmers never sell their wheat, but just raise enough for their own feeding use," she told him, and pointed to the 106-acre dairy farm she operates as an example.

"Ordinarily we wouldn't bother selling just a few bushels, but we'd give them away if someone got the thing going. Most of us don't give a hoot about the 30-cent bonus the Government is giving for the grain. We eat well and don't see why others and their children shouldn't. We want to do something about it right now!"

Whisler and Mrs. Moorehouse went to a few farmers and farm groups who went to the elevator operators and the march was on.

During the week of May 13-18, all the farmers in the county will be asked to contribute two bushels or more of their wheat to be gathered and assembled in the county seat of Medina by the county's 13 elevator operators who are all cooperating.

There isn't a whole lot of wheat in Medina County, but farmers there figure they can get at least a carload. Then, they think maybe Ohio's other 87 counties will do the same and make it a trainload, and then maybe some other states....

After all, "It doesn't take much of very many little things to make a lot."

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EUROPEANS CAN MILL ALL THE WHEAT WE SEND

European flour mills have the capacity to mill all of our anticipated shipments of wheat to Europe.

UNRRA points out that there are several reasons why wheat instead of flour is preferred for shipment abroad.

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Purchases of wheat rather than flour permit UNRRA to stretch their funds as far as possible. However, during the present emergency UNRRA will take either wheat or flour if they are available for export.

Wheat is easier to ship and lends itself to loading in ships much better than flour. Wheat is less apt to spoil in the holds of ships.

The extraction rate of flour is much higher in most foreign countries and has increased during the emergency until it is about 90 percent on the average. (The U. S. extraction rate is 80 percent.) Reports from Greece indicate whole wheat, chaff and all, is being ground because there's some small nourishment in chaff.

Baking processes abroad can be more stable if the flour utilized is milled there according to usual customs of the area.

In addition, by milling abroad, much-needed employment can be provided in war-stricken countries.

The immediate need for food is so great and supplies so limited that it is not considered feasible to route wheat to U. S. mills instead of transporting it direct to port areas and thus getting food to starving people by the quickest means.

Recent figures of the Department of Agriculture show that about 70 percent of our total wheat and wheat flour exports during the first 4 months of 1946 went in the form of flour.

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U. S. CIVILIANS GET LESS FATS AND OILS

The U. S. civilian share of edible fats and oils (excluding butter) for April-May-June is running 10 percent less than that for the first 3 months of this year.

The allocation by the Department of Agriculture is based upon smaller supplies than during the first quarter and the assignment of "substantial quantities" of fats and oils for relief feeding abroad.

A major part of the reduction for civilians will be in lard on which Government set asides were increased recently to get more lard for foreign shipments.

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EUROPE GETS 85 PERCENT OF WHEAT EXPORTS

Hungry European countries received about 85 percent of U. S. wheat and flour exports during the first four months of 1946, according to Office of Requirements and Allocations, PMA, USDA.

The lion's share of this amount was the 38 percent exported through UNRRA to liberated countries who because of the ravages of war are unable to buy their own supplies. Of the remaining amount, France (including French North Africa and French occupation zones) received 22 percent.

Wheat supplies exported to U. S. occupation zones and to British Empire (principally India and occupation zones) were 9 and 10 percent, respectively, of the total. To Netherlands and Belgium went $2\frac{1}{2}$ and $1\frac{1}{2}$ percent.

The remaining wheat went to 34 countries chiefly in Latin and South America but also some to Cuba, Spain, Portugal, Philippines and other countries in Asia and Africa.

Wheat paid for by UNRRA goes to Yugoslavia, Poland, Czechoslovakia, Greece, Italy, China, Austria and Albania, the nations hardest hit by war. The other countries pay cash for their wheat and wheat flour.

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40 STATES PERMIT REDUCED BREAD WEIGHTS

Forty States -- embracing 90 percent of the U. S. population -- now permit bakers to reduce the weight of their products by 10 percent.

Thus almost 4,000 of the Nation's wholesale bakers may voluntarily save flour by making bread loaves, cakes, and other baked foods smaller than those ordinarily sold.

Thirty two States have waived weight or labeling laws to permit this reduction. Eight States have no laws governing the weight of bakery products. Eight others and the District of Columbia have not yet waived laws preventing such a cut.

Bakers the country over are being urged by the American Bakers' Association to:

- ** Feature the smallest weight and size of bread for which they have pans.
- ** Offer partial loaves for sale if it is feasible.
- ** Feature thinner slices wherever practicable.
- ** Avoid wasting even the smallest amounts of ingredients or finished products.
- ** Bake only to precise order or less.

Some sidelights on conservation measures being taken by bakers:

Several Virginia bakeries have discontinued Wednesday deliveries, giving the stores a day in which to sell odds and ends.

Nashville, Tenn., bakers have pledged to save 30,000 pounds of flour a week, and Chattanooga bakers 15,000 pounds.

An Evanston, Ill., baker is making half-loaves by placing two pieces of greased dough in an ordinary one-pound baking pan. When baked, the loaf can be divided and sold as halves.

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QUOTABLE QUOTES

"There is another reason for feeding the people we fought. We went to war to keep freedom from being swallowed up by tyranny. You can't interest hungry men and women in democracy." --- Secretary of Agriculture Anderson

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"Pastry doesn't taste so sweet when it is taken from the mouths of the hungry.... Hopes are no good to hungry people." --- Director-General F. H. LaGuardia of UNRRA

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"Bread must become for us a holy thing for it means life to a multitude of God's children... Famine breeds fear and unrest, and unrest jeopardizes the hope of peace." --- Statement May 4 by National Catholic Welfare Committee.

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"This is 'one world.' We can't live in a little vacuum, hoarding up all the good things of life, and ignore the sufferings and difficulties of other people." --- Economic Stabilizer Chester Bowles.

: NEWS DEVELOPMENTS :
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THE ARMY AND NAVY have taken steps to release more food for relief purposes abroad.

The Army has shortened its "pipeline" of food reserves to a supply of 60 days to 45 days. This will release more coffee, canned milk, flour, rice, and sugar for famine relief.

The Navy has recently made available for overseas shipment some 74,000,000 pounds of food including evaporated milk, canned hash, canned roast beef, and canned spaghetti and meat balls.

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Representatives of 18 distillers met with UNRRA Director LaGuardia and laid plans to COLLECT A MILLION BUSHELS OF GRAIN owned by the industry for distribution by UNRRA.

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Sweden's Food Minister, Axel Gjores, has announced that the country will REDUCE THE FATS RATION this week and possibly cut meat and bread rations late in the summer.

The fat reduction will enable Sweden to cancel enough imports to provide for the population of France, Belgium and Holland with a single day's ration.

Gjores also announced a campaign to collect bread, sugar and fats coupons for donation to UNRRA. Sweden has offered the Allies 75,000 tons of dried fish immediately, plus 500 tons of fresh fish weekly, if transportation facilities are provided.

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Herbert Hoover, meeting with Generalissimo Chiang Kai-shok at Shanghai, said the FOOD NEEDS OF CHINA ARE "ENORMOUS". He said that whole villages in the interior face death "within a few weeks" unless supplies reach those critical areas.

Scant rail and water transportation facilities will be taxed to distribute food this summer.

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If our GOALS FOR FEEDING HUNGRY PEOPLE ARE MET, the American people will have in the next two months the shortest flour, bread and other wheat supplies in many years, Chester C. Davis warned a group of women broadcasters at Ohio State University, May 4.

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JAPAN WILL NEED 600,000 TONS OF FOOD if occupation forces are not to be endangered by disorders and the disease that follows starvation, Herbert Hoover said after meeting with Gen. Douglas MacArthur May 5.

The Allied Headquarters presented a report to Mr. Hoover which said there would not be enough food "to maintain life and mass starvation would be inevitable."

The former President said that without food imports, Japan "will be on a ration little better than that which the Germans gave to Buchenwald and Belsen concentration camps."

Meanwhile, Japanese health authorities issued public warning against eating wild vegetation as a substitute for vegetables. A family of three persons reportedly went insane from eating a species of loco weed.

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Chester Bowles has suggested to housewives that instead of buying a loaf of bread each day, they buy ONE EVERY TWO DAYS. He also urged that they buy less fats and oils.

"We are a rich country -- rich in just about every kind of food. And there should be enough for all of us to go on eating well, and still do our food share for others."

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Belgian authorities announced May 4 that the bread ration would be cut from 400 to 350 grams per day, except for workmen. Butter may not be used in pastry after that date.

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John W. Snyder, Director of War Mobilization and Reconversion announced May 3 that European, Middle East, and Far Eastern countries will be able to PURCHASE SMALL BOATS up to 1,000-ton capacity, which have been declared surplus.

This step will aid the countries in their supply problem, as the small American vessels can be used for fishing, transport of food and other commodities between ports and harbors, and in coastwise trade.

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In Denmark, where food is still rationed, the housewives take their coupon books with them when they go marketing. Nevertheless, the Danes have started a CAMPAIGN TO COLLECT RATION STAMPS from the people to make some of their own food available for relief feeding.

The quantities of food represented by the stamps will be given to UNRRA for use in areas of acute need.

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UNRRA is sending a MISSION TO GREECE in mid-May to make a study of food, agriculture, forestry, and fishery problems with an eye to development and improvement in the next several years.

At the request of U. S. and Russian military authorities, UNRRA also announced that an exploratory mission will leave this week for Korea to survey relief needs.

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The observations of a trained UNRRA nutritionist, who has been studying the condition of children in ORPHANAGES OF WARSAW, have confirmed previous reports of widespread and serious malnutrition, with attendant disorders and diseases, among the children of that war-ravaged country, the UNRRA Poland mission reports.

Among the orphans examined, the nutritionist found 95 percent suffering from malnutrition; 75 percent from severe malnutrition. Children under three years exhibited very retarded development, with a high percentage of rickets and skin disorders. In the 3 to 18 year group, growth generally was stunted and 28 percent was found to be T.B. suspects.

Although all these children obviously were in need of special foods, flour, evaporated milk, sugar and fats were supplied only irregularly. The last issue of butter was three months ago.

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A C T I O N !

Local Initiative

Michigan. Inmates of penal institutions are making a 25 percent saving on wheat flour. "Let wheat and bread and milk and vegetables speak for us now where guns and bombs were speaking for us not so long ago," says Gov. Kelly.

Virginia. County managers presented famine facts at 28 church and Bible school services, while ministers in at least 60 counties made special appeals.

Georgia. Atlanta women are pushing at least one "famine" meal a month for all church, civic and social organizations. Sample menus are set, a lunch and dinner of 500 and 706 calories, respectively. Negro groups are cooperating actively in the famine fight.

New York. Newbold Morris has been appointed famine drive chairman for New York City. Some food stores have prepared circulars on famine facts which are given customers along with shopping lists.

North Dakota. In one week the state PMA office contacted 18 newspapers and 42 potential advertisers.

The leaflet, "Lest We Forget" was used by a minister as the basis for a half-hour speech before a conference of Southwest District Congregation-alists.

Missouri. Counties are making plans for prisoner-of-war veterans to conduct famine roundtable discussions at service clubs, in colleges and high schools. "Publicity on the famine program exceeds by far any obtained under other programs during the war," comments the state report. In Kansas City, a spot check of hotels and restaurants reveals a saving of about 35 percent in fats, 25 percent in wheat products.

New Jersey. Complete kits are in the hands of home demonstration agents. They include posters, exhibits, pictures, sample diets and the like. Fill-in news stories will be sent to each county every week, pointing up activity in communities. The Bakers Advisory Committee sent more than 50,000 letters to grocers, bakers and restaurants calling for strict compliance with WFO #1, and asking for suggestions.

Rhode Island. A sound truck to back the fat collection drive is featured by one rendering firm.

Pennsylvania. A change in the menu at the state hospital saves 1,000 loaves of bread each week.

Idaho. "How the Businessman Can Help in Food Conservation" was the subject of an address by the secretary of the Chamber of Commerce in one county.

Montana as well as Missouri have counties specializing in cinematic "Minute-Men" who give theater audiences one-minute famine talks between shows.

Washington. Some 25,000 copies of an Extension leaflet, "One Slice of Bread," were mailed to wholesale food distributors. Within 48 hours, there were orders for 75,000 more. May 6-12 was "Share the Plenty, Save the Waste" week in Washington. Sermons May 12 were based on the theme.

Ohio. Junior Red Cross is helping distribute check sheets and information to school children through the State. Letters of commendation have been sent by the USDA Council to several cooperating groups.

West Virginia says, "The school children are the best help we have."

Arkansas. Some stores report customers are returning hoarded flour.

Florida. In one city, 10 drums were placed at strategic points where housewives might dump fats. The city council and sanitary departments are cooperating, with a collection every other day. In one county, a European bride gave the famine drive a shot in the arm by describing food conditions in her native land.

Connecticut. Hartford merchants are sponsoring weekly advertisements boosting food conservation.

New Mexico. A church in one county has doped out a barter plan whereby home-grown vegetables and fruits are freely exchanged to avoid waste. In another non-wheat county, farmers promise to plant one to five acres for their own use. Another county has a weekly "bread holiday". No deliveries on Thursdays to anybody, including a nearby Army airfield.

South Carolina. May is "State Potato Month" by declaration of the governor. Irish potatoes are being boomed as an alternate for wheat.

Utah's Gov. Herbert B. Maw proclaimed May 6-11 Food Conservation and Victory Garden week. Fat collections show a 25 percent increase. Abundant foods being pushed hard.

Pennsylvania Observes Miracle of Food Day

Churches of all denominations throughout Pennsylvania observed "Miracle of Food Day" on May 5 with special sermons on food and other activities to help people understand and help in the World Famine.

Twenty-eight radio stations broadcast a transcription, including music and a message from Bishop John S. Stamm of the Evangelical Church of Harrisburg and president of the Pennsylvania State Council of Churches. Rabbi Phillip David Bookaber, Rev. Reid, and Rev. Frank Kimper of Harrisburg also participated in the transcription.

Radio station WSBA of York cut the transcription by using its staff and facilities free of charge to aid the program.

This was the third annual "Miracle of Food Day" in Pennsylvania. This year a record number of churches and radio stations participated.

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The Women

The League of Women Shoppers has requested Famine Emergency materials and a showing of the Famine films at a Famine Emergency Luncheon in Washington, D. C., on June 8.

The American Women's Voluntary Services has telephoned for additional Famine materials for a regional meeting in New York. We also will furnish materials for their National Convention in May 27 to May 29, New York. They have developed a number of new ideas for conservation of food and also a statement on food consumption.

The National Association of Colored Women has sent us the names of state presidents of their organization and requested that famine materials be sent to them and also the names of the State PWA Directors.

The president of the Association of University Women in Arkansas sent a list of her Branch Presidents and asked that we send each Famine Emergency material.

Eleanor MacLay, chairman of the nutrition council, Public Health Federation, Cincinnati, has written President Truman that her council has prepared and distributed 10,000 copies of a leaflet: "You Can Feed a Hungry Child."

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Victory Gardens

Now that the Victory Garden drive is in the home stretch--at least for the first planting stage--here are the important angles to remember in further promotion:

- **Victory Gardens and home food preservation are more important than ever in view of the present coal and transportation difficulties and the ever-present possibility of unfavorable weather.
- **There is still time to plan and to plant home gardens in the Northern States.
- **Each gardener should plan for successive plantings on the same ground in order to keep his garden in production until fall.
- **Fertilizer supplies for home gardens will be adequate, if each gardener buys and uses only what he actually needs.
- **Families should make home preservation plans when they make their garden plans.
- **Community leaders should plan fulltime operation of community canning centers.

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Distributive Trades

The poster about which Mr. Straub queried State Managers April 30 as to number of copies needed is being printed by J. Walter Thompson on behalf of their clients, the millers. Copy was approved by Department and FEC. Poster is to become available end of next week and will be mailed directly to states from the Chicago printing plant.

USDA has received notification copies of a new poster printed by the Grocery Manufacturers of America--approximately 1,000,000 copies, distributed to retail grocers, largely through Kraft Foods, Heinz, and Standard Brands channels.

The H. J. Heinz Co. is putting up 4,500 3-sheet billboards and 3,000 24-sheet billboards emphasizing "500,000,000 are hungry -- Don't waste food." This same company which has done such an excellent advertising job on the program also is sending 50,000 copies of the 7-point program to retail grocers.

Kraft Foods which featured the Hoover "Invisible Guest" broadcast of March 14 in printed folder to all employees and in edition of the Kraftsman which goes to 75,000 farmers, is participating in other ways, including a heavy radio schedule on the Music Hall and Great Gildersleeve programs.

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Detroit -- The Detroit Food Trades printed and distributed 25,000 posters. Governor Kelly authorized State funds for an additional 25,000. Artwork contributed by Adcraft club.

Baltimore, Maryland -- Twenty-five hundred poster-streamer combinations printed and mailed to grocery stores throughout State.

Francis H. Leggett & Co., New York, has provided 2 posters on "Don't Waste Food" and "Buy-Cook-Serve Sparingly!" to 10,000 retailers, and has supplied PMA's New York City office with 10,000 copies of one poster.

Other food manufacturers who have reported specific activities are Borden Company, Best Foods, Pillsbury Mills, Standard Brands, Stokely-Van Camp.

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The COOPERATIVE FOOD DISTRIBUTORS OF AMERICA, trade association of the National Retailer-Owned Grocers, Inc., is making it easier for food wholesalers and retailers to do their part by providing: (1) Mat and lay-out service, supported by (2) NROG's advertising and merchandising weekly bulletin, on theme "Don't Waste Food"; (3) Weekly news digest -- on "Wholesaler's part in famine emergency program"; (4) Special flash bulletin on "Wholesaler's service to mankind" that calls for definite action by warehouse members; (5) An editorial "Is It a Small War?" and feature article "Conserve Food for Peace" in April issue of THE CO-OPERATIVE MERCHANTISER which reaches more than 20,000 retail grocers; and (6) a "Now We Fight Hunger" May issue of this magazine with front cover, editorial, and articles devoted to the food conservation campaign.

The National Association of Food Chains has featured conservation messages in special bulletins to members; this is becoming more and more evident in retail ads. Their latest is an attractive consumer leaflet.

A set of A & P's new display materials has just been received -- a large wall poster and supplementary materials in red, white, and blue.

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U. S. WHOLESALE GROCERS' ASSOCIATION has sent special bulletin on "How Wholesalers Can Help Fight Famine" to entire membership. It contains the 7-point program suggestions. Special bulletins on 7-point program also have been issued by National-American Wholesale Grocers' Association to its members.

The National Food Brokers Association is asking all its members to report campaign progress in their particular markets to the USDA. Fraering Brokerage Co. of New Orleans has advertised the 7-point retailer program in 7 Louisiana and 6 Mississippi papers.

The Berwick Cake Company of Boston has discontinued Whoopie Pies "until this world-wide crisis is past" and is plugging on behalf of the campaign 4 days a week over the Yankee network.

Ed W. Jones of the Meinrath Brokerage Co. and Chairman of the Kansas City Food Industry Advisory Committee reported this week: "As a broker, as chairman of the Food Industry Advisory Committee and as a citizen, I am happy to report to you that the entire food industry has demonstrated a very fine spirit of cooperation. I can see, in many ways, very fine results and as it is now gaining momentum . . . Where there is any weakness, every effort is being made to bring it up to be in line with all the others in this work."

The following Chicago associations and organizations were contacted by a representative of the USDA Emergency Food Program office last week: International Association of Milk Dealers; American Manufacturing Association, Inc.; The Cereal Institute; Railway Business Association; American Dry Milk Association; National Confectioners Association; Farm Equipment Institute. Each signified willingness to cooperate by mailing special news letter using articles in monthly magazines, and keeping their members fully informed.

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Public Eating Places

In the American Hotel Association letter of April 25, John L. Hennessey, Chairman of the Association's War Food Committee, reports that a telegraphic survey of hotels "shows that a 25 percent saving of wheat flour already has been realized with a definite trend toward the Government's goal of a 40 percent saving." The Association is now making a more complete survey, telling its membership that the urgent need for food by the hungry people of war-torn areas "is so great that only by increased over-all effort can hotels and hotel patrons help to avert famine over-seas."

The April cover of the Southern Hotel Journal admonishes readers to "start cooperating today in the food saving program."

The Walgreen Drug Company is distributing 5,000 conservation posters and 50,000 menu stick-ons for its retail outlets.

Limited Price Variety Stores Association (900 members) has sent the "Help Fight Famine" pamphlet to more than 7,000 stores, most of which have restaurants, lunch counters, or snack bars.

A 2-page supplement for the Railroad Dining Car Superintendents distributed at their national meeting in St. Louis two weeks ago is bearing results. The Southern Pacific, Western Pacific, Kansas City Southern, Louisiana and Arkansas railroad companies, and others report they are printing menu clip-ons and spreading the message in other ways.

Numerous requests are being received from such organizations as the Society of Restauranteurs of New York City, North Carolina Hotel Association, and individual restaurants for the campaign emblems.

On May 3, Mr. Straub made a specific appeal in letters to the American Hospital Association, Hospital Bureau of Standards & Supplies, Catholic Hospital Association, National Conference of Hospital Administration, and American Protestant Hospital Association:

"You are much better informed than we are as to the specific contributions that hospitals can make to the program. We know that individual self-denial in many instances is limited by medical implications. Important savings can be realized, however, through proper care in purchasing, storage and food preparation, particularly in the prevention of food waste. Furthermore, we believe much can be accomplished by enlisting the cooperation of hospital superintendents, by instructing other staff members, and by preparing and displaying campaign materials in kitchens, dining rooms, and elsewhere."

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An educational campaign in FEDERAL PENAL INSTITUTIONS has been prepared by the Chief of Commissary of the Bureau of Federal Prisons, and the program will get underway immediately. Arrangements have been made to provide the Bureau with copies of material on mass feeding.

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Spokane reports nearly 100 percent coverage of public eating places with the 4-page Help Fight Famine leaflet. Kansas City reports conservation practices in hotels and restaurants varying from 10 to 35 percent in bread and flour savings.

Restaurants in St. Louis show reductions up to 20 percent in wheat products and 35 percent in butter. Spot survey of restaurants in Detroit indicated good cooperation. Utah Restaurant Association recommended an 8-point program to members. Baltimore FEC reports "magnificent" cooperation from majority of hotels and restaurants.

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At the suggestion of D. A. Skeen, past president of LIONS INTERNATIONAL and a member of the Famine Emergency Council, the 5,500 Lions Clubs have eliminated bread products from their weekly luncheons for the emergency.

Following this step, Chester C. Davis wired the National Exchange Club, Kiwanis, Optimist, Civitan, Rotary, and U. S. Chamber of Commerce on May 3:

"The great effort of this country to assist the starving areas of the world would be greatly facilitated if you would request all your local clubs or chapters to feature breadless menus at their regular luncheon meetings and to serve other wheat products and fats and oils as sparingly as possible. The example you would set would inspire others in the community to follow your lead. Especially would this be so if you accompany your action with publicity."

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New Reports -- World Food Situation

The Office of Foreign Agricultural Relations, USDA, is planning to issue three up-to-the-minute reports on the world food situation -- one in mid-May, one in mid-June, and one in mid-July. These will be the result of cable queries and answers ... on-the-spot reports by on-the-spot reporters.

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Negro Cooperation

Dr. Roscoe C. Brown, U. S. Public Health Service, has been furnished famine material for the "Negro Health Bulletin". This publication has a wide distribution among Negroes interested in food programs.

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Advertising Council

Attached are proofs of ads turned out by the Council for the Famine Emergency Committee. Altogether, there are eight different ads available for local sponsorship. Proofs have been sent to 1,750 daily papers with information on how to obtain mats from Advertising Council, Inc., 11 West 42nd Street, New York.

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Containers

First the steel strike, and now the coal strike, have reduced the supply of all types of containers, from tin and glass to boxes, baskets, hampers, crates and even berry cups which have metal rims. While local health rules in some sections do not allow re-use of some smaller containers like berry cups, every possible (and legal) means should be used to salvage and re-use these items. Lack of containers can mean loss of food.

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Plentiful Foods

Still plenty of fresh and frozen fish (excluding shellfish); lots of early spuds starting to move; plenty of eggs and poultry, with what might have been a glut being taken care of by more eggs going into cold storage. Other fruits and vegetables are locally abundant. They may be eaten here to release other non-perishable foods for famine countries.

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Community Canning

Information material on Community Canning is in the mill. It will spell out the whys and wherfores on operating Community Canneries at full capacity this year. It will contain information on canning sugar for school lunches. This sugar WILL be available. Schools should be urged NOW to get in their applications right away for this sugar -- to the nearest District OPA Office.

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New Poster

The attached poster is now being shipped from the Government Printing Office, Washington.

Distribution is to:

1. Retail food stores through OPA.
2. Members of the National Hotel Association.
3. Members of the American Restaurant Association.
4. Public buildings such as court houses.
5. Members of the American Bankers Association.
6. Beauty shops.
7. Postoffices.

A supply is going to each state manager which should be adequate for distribution to hardware stores, feed dealers, cream stations and other places not covered by the distribution from Washington.

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